<u>CLAIMS</u>

Claims 1-2 (cancelled)

Claim 3.(NEW) A method for evaluating a business development transaction, comprising the steps of:

prompting a user to create a user data file comprising data describing a user product or service, including a specific market segment of said user product or service;

searching an electronic collection of a plurality of stored data files, each of said stored data files describing a stored product and/or service, including a specific market segment of said stored product or service, to locate at least one stored data file having a predefined relationship with said user data file, said predefined relationship comprising a predefined correlation between said market segment of said user data file and said market segment of said at least one stored data file;

initiating a mating function between said user data file and at least one target data file produced from said searching step, said mating function combining data from said user data file, data from said target data file, and data describing a hypothetical new business development transaction concerning a hypothetical combination of said user data file and said at least one target data file; and

constructing a financial model of said business development transaction.

Claim 4.(NEW) The method of claim 3, further comprising the step of creating human readable output illustrating said financial model.

Claim 5.(NEW) The method of claim 3, wherein said searching step further comprises issuing a query to a lookup table to determine market segments having a predetermined correlation with said specific market segment of said user product or service.

Claim 6.(NEW) The method of claim 5, further comprising the step of after issuing a query, receiving a list of all stored data files having a market segment having said predetermined correlation with said specific market segment of said user product or service.

Claim 7.(NEW) The method of claim 5, wherein said lookup table comprises a plurality of market segments and a plurality of correlations among at least a portion of said market segments.

Claim 8.(NEW) The method of claim 3, said stored data files each comprising a publicly available portion and a private portion, further comprising the step of in response to said searching step, displaying to said user only said publicly available portion of said at least one target data file.

Claim 9.(NEW) The method of claim 3, said searching step further comprising receiving a selection from said user of at least one specific stored data file from said collection of stored data files.

Claim 10.(NEW) The method of claim 3, said searching step further comprising receiving a selection from said user of at least one market segment, and retrieving from said

collection of stored data files at least one stored data file including such user-selected market segment.

Claim 11.(NEW) The method of claim 3, said user data file further comprising a user job function designation and at least one of said stored data files further comprising a stored job function designation, said searching step further comprising performing a job function search of said stored data files to locate at least one stored data file comprising a stored job function designation having a predefined job function relationship with said user job function designation.

Claim 12.(NEW) The method of claim 11, said predefined job function relationship comprising a common transaction type preference, and each job function designation having associated therewith at least one predesignated transaction type preference.

Claim 13.(NEW) The method of claim 11, further comprising the step of presenting to said user a listing of at least a portion of stored data files located in said job function search.

Claim 14.(NEW) The method of claim 13, further comprising the step of presenting to said user an indication of why a mating function should be pursued between said user data file and said stored data files located in said job function search.

Claim 15.(NEW) The method of claim 13, further comprising the step of presenting to said user an indication of a transaction type suitable for consideration in hypothetically mating said user data file and said stored data files located in said job function search.

Claim 16.(NEW) The method of claim 3, further comprising the step of forwarding at least a portion of said financial model to at least one designee identified by said user.

Claim 17.(NEW) The method of claim 16, further comprising the step of receiving from said designee updates to elements of said financial model.

Claim 18.(NEW) The method of claim 16, said financial model further comprising multiple distinct portions separated by job function designation, and said portion of said financial model forwarded to said designee further comprising a portion having a job function designation matching a job function designation of said designee.

Claim 19.(NEW) A system for automating the evaluation of a business development transaction, comprising:

a server computer hosting an automated business development evaluation service accessible via client computers to a plurality of users, said automated business development evaluation service comprising controls whereby a user:

creates a data file comprising data describing a user product or service, including a specific market segment of said user product or service;

searches an electronic collection of stored data files, each of said stored data files describing a stored product and/or service, including a specific market segment of said stored product or service, to locate at least one stored data file having a predefined relationship with said user data file, said predefined relationship comprising a predefined correlation between said

market segment of said user data file and said market segment of said at least one stored data file;

initiates a mating function between said user data file and at least one target data file produced from said search, said mating function combining data from said user data file, data from said target data file, and data describing a hypothetical new business development transaction concerning a hypothetical combination of said user data file and said at least one target data file; and

receives a financial model of said business development transaction;

a plurality of database records accessible to said server computer and comprising said stored data files;

a plurality of database records accessible to said server computer and comprising said predetermined relationships among market segments; and

a plurality of database records accessible to said server computer and comprising financial variables and equations for producing said financial model of said hypothetical business development transaction.

Claim 20.(NEW) The system of claim 19, wherein said stored data files each comprise a publicly available portion and a private portion, said automated business development evaluation service further comprising controls whereby a user, in response to a search of said electronic collection of stored data files, is presented only said publicly available portion of said at least one target data file.

Claim 21.(NEW) The system of claim 19, wherein said user data file further comprises a user job function designation and at least one of said stored data files further comprising a stored job function designation, said automated business development evaluation service further comprising controls whereby a user searches said stored data files to locate at least one stored data file comprising a stored job function designation having a predefined job function relationship with said user job function designation.

Claim 22.(NEW) The system of claim 21, said predefined job function relationship comprising a common transaction type preference, and each job function designation having associated therewith at least one predesignated transaction type preference.

Claim 23.(NEW) The system of claim 21, said automated business development evaluation service further comprising controls whereby a user is presented an indication of why a mating function should be pursued between said user data file and said stored data files located in said job function search.

Claim 24.(NEW) The system of claim 21, said automated business development evaluation service further comprising controls whereby a user is presented an indication of a transaction type suitable for consideration in hypothetically mating said user data file and said stored data files located in said job function search.

Claim 25.(NEW) The system of claim 19, said financial model comprising multiple distinct portions separated by job function designation, said automated business development

evaluation service further comprising controls whereby at least a portion of said financial model is forwarded to at least one designee identified by said user, wherein said portion forwarded to said at least one designee further comprises a portion having a job function designation matching a job function designation of said designee.

Claim 26.(NEW) A computer-readable storage medium comprising executable computer instructions to:

prompt a user to create a user data file comprising data describing a user product or service, including a specific market segment of said user product or service;

search an electronic collection of a plurality of stored data files, each of said stored data files describing a stored product and/or service, including a specific market segment of said stored product or service, to locate at least one stored data file having a predefined relationship with said user data file, said predefined relationship comprising a predefined correlation between said market segment of said user data file and said market segment of said at least one stored data file;

initiate a mate function between said user data file and at least one target data file produced from said searching step, said mating function combining data from said user data file, data from said target data file, and data describing a hypothetical new business development transaction concerning a hypothetical combination of said user data file and said at least one target data file; and

construct a financial model of said business development transaction.

Claim 27.(NEW) The computer-readable storage medium of claim 26, wherein said stored data files each comprise a publicly available portion and a private portion, said storage medium further comprising executable computer instructions to, in response to a search of said electronic collection of a plurality of stored data files, display to said user only said publicly available portion of said at least one target data file.

Claim 28.(NEW) The computer-readable storage medium of claim 26, wherein said user data file further comprises a user job function designation and at least one of said stored data files further comprises a stored job function designation, said storage medium further comprising executable computer instructions to perform a job function search of said stored data files to locate at least one stored data file comprising a stored job function designation having a predefined job function relationship with said user job function designation.

Claim 29.(NEW) The computer-readable storage medium of claim 28, said predefined job function relationship comprising a common transaction type preference, and each job function designation having associated therewith at least one predesignated transaction type preference.

Claim 30.(NEW) The computer-readable storage medium of claim 28, said storage medium further comprising executable computer instructions to present a user an indication of why a mating function should be pursued between said user data file and said stored data files located in said job function search.

Claim 31.(NEW) The computer-readable storage medium of claim 28, said storage medium further comprising executable computer instructions to present a user an indication of a transaction type suitable for consideration in hypothetically mating said user data file and said stored data files located in said job function search.

Claim 32.(NEW) The computer-readable storage medium of claim 26, said financial model comprising multiple distinct portions separated by job function designation, said storage medium further comprising executable computer instructions to forward at least a portion of said financial model to at least one designee identified by said user, wherein said portion forwarded to said at least one designee further comprises a portion having a job function designation matching a job function designation of said designee.